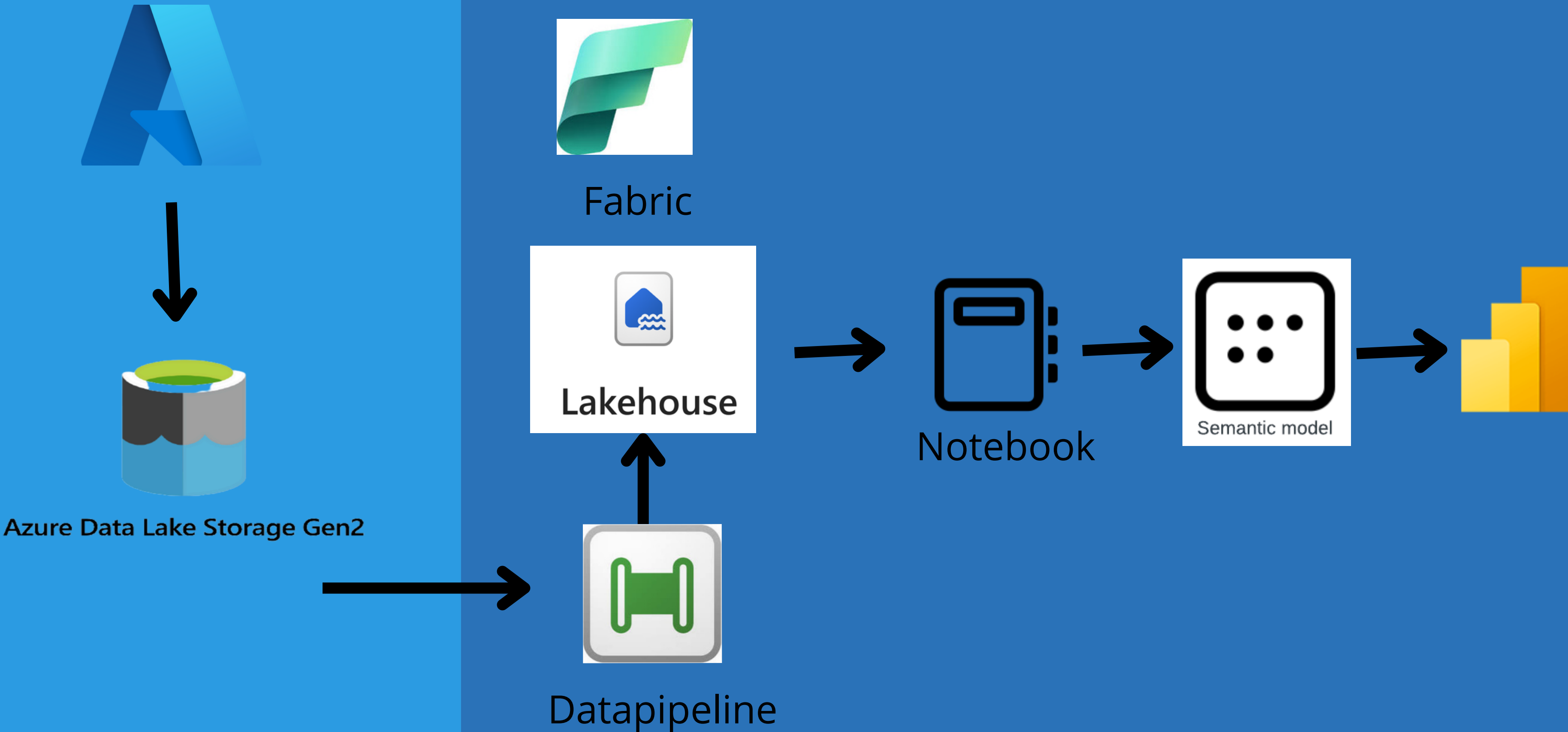# End-to-end e-commerce analytics pipeline built using Microsoft Azure, Fabric, Data Pipeline, and PySpark

Business Question?

The business **challenge is that customer data is scattered across multiple systems,** making it difficult to understand:

1. Who the customers are
2. How valuable they are
3. How they interact with the platform
4. Where friction or issues occur

The goal is to build an end-to-end analytics pipeline that consolidates these data sources into a Customer 360 view to support reporting, decision-making, and future analytics.